



NEWS RELEASE

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CITY WATER CONSERVATION PROGRAM WINS HONORABLE MENTION AWARD FROM *FLEX YOUR POWER*

Santa Barbara, CA – May 7, 2007 – The City of Santa Barbara Water Conservation Program has won an Honorable Mention Award from *Flex Your Power*, California's statewide energy efficiency campaign. 41 winners were selected from several hundred applicants for outstanding leadership in energy efficiency. Water conservation is considered an important aspect of energy efficiency due to the large amounts of power required to transport water.

The City of Santa Barbara Water Conservation Program provides a variety of services to reduce water consumption. In 2006, the program produced over 500 million gallons of measurable water savings. Recent program achievements have included installation of over 100 radio-controlled "smart" irrigation controllers at residential properties, completion of over 300 water checkups annually, and installation of free high-efficiency spray valves at 300 local restaurants. Commercial rebates are currently being offered for high efficiency toilets, waterless urinals, high efficiency clothes washers, and cooling tower controllers. Landscape design standards, public information, classroom presentations, inclining block rate pricing, education programs for gardeners, and landscape irrigation management tools are other methods employed. Efforts have been highly successful. For example, use of "smart" irrigation controllers has resulted in an average landscape water use reduction of 18%, with some properties achieving over 40% in reduction.

Water conservation is an important component of the City's Sustainable Santa Barbara Program. There are many tools available to City customers to learn how to use less water in your home, at

your business, and on your landscaping. For more information, go to **www.santabarbaraca.gov/water** and click on Water Conservation, or call the Water Conservation Hotline at (805) 564-5460 for answers to your questions and to schedule a free water checkup. For more on the City's sustainability efforts and to review the Sustainable Santa Barbara annual report, go to: **www.santabarbaraca.gov**.

Flex Your Power award winners were selected by senior representatives from the California Public Utilities Commission, California Independent System Operator, California Energy Commission, California Urban Water Conservation Council, League of California Cities, Los Angeles Department of Water and Power, Building Owners and Managers Association, Silicon Valley Leadership Group, and Southern California Edison. For more information on Flex Your Power and the 5th Annual Awards, visit **www.flexyourpower.org**.